

By REYNOLDS KNIGHT

The weeks just ahead are of vital importance to the nation's toy manufacturers, as retail outlets select and stock up on merchandise for the holiday buying surge that's less than three months away.

Toy makers don't look back on 1962 with any glee, even though industry sales reached a record \$1.1 billion. Post-Christmas reckoning showed two unhappy facts: some of their more fanciful wares, sold largely through strenuous television advertising, were less than pleasing to youngsters; and adults complained that prices on many items were too high — especially in relation to product quality.

As a result, several trends will be evident when Mom and Dad go shopping this coming season. There'll be more emphasis on medium-price bread-and-butter toys, like doll clothes, table games and make-believe military equipment. Costly and complicated "gimmick" toys will be relatively few, and not overly promoted.

With prices collectively trending downward, dollar volume for the industry may increase by only a small percentage even as physical volume mounts with the size of the juvenile population. However, most toy makers probably will be happy if their warehouses are emptied and their merchandise brings that intangible known as "customer satisfaction."

ROLLING CARGO COOKER

—A "hot place on wheels" is what railroad transportation specialists are calling a newly developed railroad tank car that heats its cargo electrically while it travels. These specialists feel there is a bright future for this car in industries, such as chemical processing, where the ability to unload certain bulk commodities immediately upon arrival at their destination depends on being able to keep them heated to specified temperature, sometimes over hundreds of miles of rail travel.

"Pitch and vegetable oil already are carried successfully in this equipment, and there is an active and immediate requirement for such cars in carrying such products as corn syrups, sugar syrups, chocolate syrups, drugs such as milk of magnesia, sulphur, and asphalt products," says Henry V. Bootes, vice president of ACF Industries, Incorporated and general manager of its Shippers' Car Line division that developed the car.

"Electrical heat offers safer, easier, and in many cases more economical materials handling than the live steam or natural gas heat used in earlier cars," he adds.

PRE-PLANNED CITIES — Increases in population concentration both domestically and in other lands have led to note-

New Chip Dips

ALL OUT CHIP DIP (The Teen-agers Favorite)
 1/2 lb. cooked skinless frankfurters
 8 hard cooked eggs (allow 1 egg per person)
 1/2 c. mayonnaise
 2 tsp. prepared mustard
 Paprika
 1/4 c. crushed potato chips
 1 pkg. potato chips for dipping

Separate yolks of eggs from whites and wash. Mix together with frankfurters, mayonnaise, mustard and crushed chips. Chop whites of eggs and use as trimming for dip splashed with paprika.

PARSLEY CHIP BUSH
 2 bunches of parsley
 1 pkg. medium sized potato chips

Trim the bunches of parsley together, very firmly, to give parsley the appearance of a tree. Trim the bottom ends straight and place in flat bottomed glass (such as fruit juice glass) or cup. Arrange potato chips firmly in all around the "parsley bush." This makes a unique and decorative way to place the potato chips on your table.

SEAFOOD DIP
 1 lb. cooked shelled shrimp—cut up very fine (or 1/2 lb. crabmeat or lobster meat if you prefer)
 1 pt. sour cream
 1/2 c. finely crushed potato chips
 Freshly ground black pepper

Mix all ingredients well.
 ALMOND-CHIP DIP
 1/3 c. unblanched almonds, toasted
 1/4 lb. aged cheddar cheese grated
 4 tsp. fine-cut green onion

1/2 c. mayonnaise
 Salt and pepper to taste
 1/4 c. finely crushed potato chips
 1/2 c. finely crushed potato chips for dipping

Toast almonds. Chop fine. Combine with cheese, onion, crushed chips and mayonnaise. Mix lightly. Makes 1 heaping cup.

worthy efforts by a few leading residential building firms to provide "pre-planned cities" — complete with shopping areas, schools, and even their own fire departments.

Levitt and Sons, Inc. last week celebrated a milestone in this trend when the first exhibit houses in a new ocean-front city just west of San Juan, Puerto Rico, were dedicated in ceremonies led by Gov. Luis Munoz Marin.

The new city, Levittown de Puerto Rico, is initially planned for 3,500 families, and is the most complete large community to be built under the Commonwealth's program for the planned urbanization of metropolitan San Juan.

Levitt and Sons showed furnished models of the five house styles to be built — all single-family homes designed for occupancy by middle-income families and ranging in price from

\$9,500 for a one-story attached house to \$15,500 for a two-story detached home.

Governor Munoz Marin hailed construction of Levittown de Puerto Rico as "a splendid example to any community sincerely dedicated to genuine urban progress."

THINGS TO COME — Something new in bread is a white-bread loaf shaped like a cylinder so that all slices are round,

or very nearly so. The makers are testing it in the Chicago and New York areas. Heated blankets aren't new, but now an Eastern company has developed a year-round blanket; in winter a separate covering blanket is attached that helps maximize the body heat in the intervening space, while in summer the cellular design of the blanket lets cool air circulate for maximum effect.

Some 1964 autos will have in the rear windows a new type of lightweight glass only one-third the thickness of existing types, but claimed to be as strong as regular safety glass. The secret is that it's "chemically tempered."

HARD TIMES — The cement industry, which normally might be expected to enjoy prosperous conditions during building spurts such as are current in many areas, is not

too cheerful these days. Actually, sales are running a bit ahead of 1962, which was considered a "good" year. But the bugaboo is overcapacity. Despite a good showing in overall sales, some plants are working only part-time. And in the East, imports are cutting into markets.

BITS O' BUSINESS — There's a growing trend to wider and longer double beds, reports a major bedding manufacturer; super-size mattresses from 60

to 78 inches wide and 80 inches long are accounting for a sharply rising chunk of the industry's sales. . . . steel output in the U.S. at the start of last month was running almost 11 per cent ahead of the previous year and a good fourth quarter is expected. . . . The competitive battle among makers of the new-type stainless steel razor blades is now completely joined — the nation's largest maker of shaving equipment has unveiled its entry in this field.

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We're On the Grow Again! This Week It's...

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84 STORE CELEBRATION SALE!

Lower Everyday Prices On PRIZE PRODUCE

Down-to-Earth Prices on Finest Quality Fruits and Vegetables! This New Everyday Low Price Policy at Von's & Shopping Bag Will Save You Money on Your Total Food Costs. Check and Seal.

Example Low Everyday Prices Now in Effect:

Seedless Grapes 17¢	Slicing Tomatoes 17¢
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Watermelons whole 3 1/2¢	Bunch Carrots 2 1/2¢
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Plus Advertised Specials Now On Sale:

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GRANULATED 5-LB. BAG

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Betty Crocker's 12-in-1 Mix

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It's Highly Unsaturated

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Peanut Butter LAURA SCUDDER CREAMY OR CRUNCHY 16 OZ. JAR **49¢**

Fruit Cocktail FANCY FARMS 303 CAN **19¢**

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KELLOGG'S CORN FLAKES 10 1/2 OZ. PKG.	39¢
GRAPEFRUIT JUICE 4 OZ. PKG.	39¢
SLICE PINEAPPLE 1/2 PKG.	59¢
JELL-O GELATINS 3 OZ. PKG.	12¢
VET'S DOG FOOD 1 1/2 LB. CAN	12¢

TAX ADDED TO APPLICABLE ITEMS

THE FINEST MEAT YOU'LL EVER EAT!

Round Steak

U.S.D.A. Choice Steer Beef... Only With Our Famous Custom Trim

69¢/lb.

Von's Bakery Specials!

Angel Food CAKE Large Family Size 17¢	66¢
Dutch Crunch BREAD Everyone's Favorite 8 OZ. PKG.	33¢

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Cream Cheese BORDEN'S—FRESH 8 OZ. PKG. **35¢**

Bleu Dressing VON'S ORIGINAL CHEESE DRESSING FULL FORT JAR **55¢**

BONELESS ROUND STEAK **79¢/lb.**

CHOICE TOP ROUND **98¢/lb.**

FULL CENTER CUTS **69¢/lb.**

Rump Roast BONELESS 7 1/2 LB. BONE IN... **69¢/lb.**

Ground Chuck PREPARED HOURLY **59¢/lb.**

Ground Round EXTRA LEAN **69¢/lb.**

Sliced Bacon BATH BLACK HAWK 1 LB. PKG. **59¢**

Link Sausage SWIFT'S Brown 'n Serve 1/2 LB. PKG. **49¢**

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FRESH TROUT 1/2 LB. **39¢** **FANCY SCALLOPS** 1/2 LB. **79¢**

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FRESH CALIFORNIA GROWN FRYING CHICKEN

HEADQUARTERS FOR FRESHER... rushed from ranch to store on the same day. TASTIER... specially raised for tenderness and flavor.

You Can Taste the Difference!

CUT-UP or QUARTERED 33¢/lb.

SAVE 10¢/LB.

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Breasts SWEET WHITE MEAT SAVE 20¢/LB. **59¢**

Thighs FROM FRESHER FRYERS SAVE 22¢/LB. **55¢**

Wings TASTY, THIRTY TOOK FRY OR FRICASSEE **29¢**

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SCHENLEY CHAMPION 12 YR. OLD WHISKEY A REAL VALUE! **\$3.99**

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2 1/2 53¢	2 1/2 41¢	2 1/2 37¢	2 1/2 39¢	29¢	REG. SUPER OR MISS D&S PKG. OF 12	1 1/2 OZ. 49¢ 3 OZ. SAVE 10¢	79¢	*GOOD AS GROUND COFFEE* 4 OZ. JAR	95¢
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